ABSTRACT

A method of enabling anonymous communication between a user and an application server, via interaction of a sensing device with coded data disposed on a surface to generate interaction data, the method including the steps, performed in a computer system, of: identifying a first telecommunication address of the user from: an identity of the sensing device received or determined in the computer system; or the interaction data; associating a temporary telecommunication address with the first telecommunication address; sending the temporary telecommunication address and interaction data to an application; receiving information from the application addressed to said temporary telecommunication address; and forwarding the information from the application to the first telecommunication address.